

PURPOSE

To establish a policy and procedure for advertising media, whether paid or earned, within the Michigan Department of Health and Human Services (MDHHS) and/or grants awarded to third party contractors.

DEFINITIONS**External expression**

Health and human services-related information or a viewpoint that reflects the department's stance on a health and human services-related topic or concern, specific to advertising media.

Advertising Media

Examples include, but are not limited to print (newspaper advertisements), outdoor bulletins or billboards, radio and television placement, web or mobile placement as well as any media partnerships or public service announcements arranged with coalitions, outside advocacy groups and/or organizations.

Paid

Health and human services-related advertising media that the department has paid money to place.

Earned

Health and human services-related advertising media that is earned (not paid for). Earned media can also be in addition to paid advertising (otherwise known as bonus or value-added).

Target Audience

The individuals within the state of Michigan that the media is intended to reach.

POLICY

It is the policy of the MDHHS that any advertising or promotional media, external expressions of the department's information or position must receive prior approval from the Communications staff. MDHHS staff may not create, publish, produce, or place media without prior approval from the Office of Communications.

It is the responsibility of the requestor to determine funding for the media campaign, as well as goals, objectives, grant requirements, and target audience.

MDHHS Office of Communications

It is the responsibility of the Office of Communications to collaborate with the requestor to agree on the best approach to achieve established goals and objectives.

Once funding is secured, communications will facilitate the development of media plans, creative execution, production, edit/post, media buy scheduling, distribution, etc. of the approved campaign with the contracted advertising agency and the requestor.

As required, pre-and post-advertising surveys and assessments will be completed to determine the effectiveness of the campaign.

Payment of advertising expenses and services will be paid on invoice, as well as advertising placement based on affidavit verification.

CONTACT

For additional information, please contact the MDHHS Office of Communications at 517-241-2112.